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BOOK DEPARTMENT

THE BUSINESS MAN'S LIBRARY

ADVERTISING AND SALESMANSHIP

ADAMS, HENRY FOSTER. *Advertising and Its Mental Laws*. Pp. xi, 333. Price, \$1.50. New York: The Macmillan Company, 1916.

Three distinct types of books relative to the field of advertising have already appeared: those which relate to problems of advertising, those which tend toward an emphasis of the economic problems involved in advertising, and a combination of the two. Professor Adams' book would be classified among the first, or a book which more nearly conforms to the psychological interpretation of advertising. It presents in simple language the basic facts and principles of psychology which are related to advertising and points out the applications of the principles; it reduces the complexity of the printed advertisements to its elements and shows with mathematical exactness the effect of the various elements; and it compares results of experiments which have been carried on in the laboratory with the results of actual advertising campaigns. This book could be used admirably in conjunction with a general course in advertising, but only in a supplementary way, as it does not unify the entire subject of advertising, including the economic problems involved, but merely emphasizes a quantitative analysis of the psychology of advertising. Professor Adams' work, however, will be used continually in connection with the rapidly developing teaching field of advertising.

H. W. H.

BRISCO, NORRIS A. *Fundamentals of Salesmanship*. Pp. xiv, 322. Price, \$1.50. New York: D. Appleton and Company, 1916.

This book succeeds in presenting simply and effectively the psychological phases involved in training successful salespeople, and the relationship between the manager and the sales force. The human element is emphasized throughout and involves a clear exposition of the factors necessary to be considered in developing the right kind of personality in connection with selling. The general criticism from a teaching point of view would be regarding the arrangement of the various chapters of the text, for if the principles discussed are not presented in a way so as to unfold themselves in the consciousness of the student a large part of the effort has been wasted.

The book emphasizes two phases of thought; first, the training of the individual to meet the responsibilities of salesmanship, and second, an emphasis of the system of which the individual finds himself a part and which involves objective factors relating to his life; as, for instance, the element of fatigue in connection with the demonstration of problems in selling, welfare work, special training, etc.

Because of its simplicity and directness, this book should find some place in our general school system. Business managers also can most profitably use it.

H. W. H.

SHERBOW, BENJAMIN. *Making Type Work*. Pp. 129. Price, \$1.25. New York: The Century Company, 1916.

This text is an admirable one to be used in conjunction with a general course in advertising. The author has been exceedingly practical in presenting his analysis of what constitutes type which is easily read. Moreover, the general discussion shows psychology at work in the choice of such type as will command attention, shift the emphasis of attention, produce emphasis through contrast, and overcome the monotony of emphasis. The all-important subject of subheads and sideheads is admirably analysed, and examples excellently selected showing the psychology of getting just the kind of attention which is needed. A discussion of the careful distribution of white space, what constitutes crowded copy, and the necessity for a sane regard of the appropriate type faces are among the subjects which indicate the intense analysis which is given to attention as related in the general make-up of advertising. For one who is involved in a discussion of the problem of attention in advertising, this text will serve a most convenient purpose in giving to the student, in practical form, the psychological factors involved. The illustrations comparing different possible effects are comprehensive and convincing.

H. W. H.

BANKING, INVESTMENTS AND FINANCE

ROBINS, KINGMAN N. *The Farm Mortgage Handbook*. Pp. xiii, 241. Price, \$1.25. New York: Doubleday, Page and Company, 1916.

The purpose of this book is to bring farm mortgage banking to favorable attention by describing the methods and practices employed by the most reliable farm mortgage bankers. The author defines farm mortgage bankers as "corporations, firms or individuals which negotiate farm mortgages with their own funds, and resell them in completed form to investors." It is the farm mortgage as standardized by these companies that is considered in the handbook. What the standardization of such mortgages involves is indicated by a terse statement in the foreword by Dr. T. N. Carver as follows: "Standardizing a business consists merely in holding all competitors up to the best methods of the best competitors."

One error may be noted. The author quotes average farm mortgage interest rates published by the Department of Agriculture (Department Bulletin No. 384) and in commenting on these rates (page 34) he assumes that the averages have been made without reference to the volume of business done at each of the actual rates reported, which is not the case.

While the book is intended "principally for investors who would thoroughly familiarize themselves with this form of investment" it should be of value to all persons interested in farm credits.

C. W. T.